



Krysta Yang

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Since joining Nintendo's Strategic Communications team in September 2007, Krysta Yang has worked on a host of notable campaigns for the Wii, Wii U console, the Nintendo 3DS family of systems, and the Nintendo Switch system, including *The Legend of Zelda: Breath of the Wild*, *Super Mario Odyssey*, *Mario Kart 8 Deluxe*, *Pokémon Sun and Pokémon Moon*, and *Super Smash Bros.* series.

Yang made her first TV appearance as a corporate spokesperson on the HSN Network in September 2008. In 2015, she appeared on the Food Network's *Cake Wars* as Nintendo's corporate spokesperson for *Super Mario Maker*. Yang also appears regularly on the Nintendo Minute web show.

Yang attended Santa Clara University and earned a Bachelor of Arts degree in European History. During her spare time, she enjoys playing games from *The Legend of Zelda* series.